

RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #026300

Mr. M. Auer
AUER & COMPANY

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Mike:

SALEM .30¢ Tear Tape product has been ordered, as well as 48 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

Replacement
Display
ordered
4/17/98

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$63.00 (4.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APRIL DELIVERY
SALEM TEAR TAPE
AUER & COMPANY

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24196	Light	<u>3</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$2,661.57

APRIL DELIVERY

51859 6708

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		CHAIN-ID	SUPPLIER
								M85	M100	M85	M100		
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	1	1	1	1	4	
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1	1	3	2	7	1441-0000
162202	162238	172431	MIRABITOS MID.	#668 524 CAYUGA ST	FULTON	NY	13069	2	2	2	2	8	
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1		2	1	4	
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126			1		1	941278
162202	162232	172849	CASEY'S GROCERY	129 OSBORNE ST	AUBURN	NY	13021	1	1	1	1	4	
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143		1	1		2	
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021			1		1	1441-0000
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 5?	FULTON	NY	13069	2	2	2	2	8	
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	1	1	1	1	4	
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1	1	1	1	4	
162202	162238	654160	HANNIBAL VILLAGE MK	FULTON STREET	HANNIBAL	NY	13074	1	1	1	1	4	
162202	162236	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039			2	1	3	
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126			1		1	
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	1	1	3	2	7	0990-0000
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1		1		2	
162202	162232	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	1	1	1	1	4	
162205	162230	172776	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219			1	1	2	
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	1		1	1	3	
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	1	1	1	1	4	
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	1	1	2	1	5	
162205	162230	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	13204			1		1	
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1		1	1	3	
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	1	1	1	1	4	
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	1	1	1	1	4	
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1	1	2	1	5	0362-0102
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2			1	3	
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210		1		1	2	0990-0000
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1	1	1	1	4	
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2	2	2	2	8	
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2	2	1	1	6	
162205	162237	680984	SABAS FOOD MKT	405 FOND ST	SYRACUSE	NY	13208	2	2	2	2	8	
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1	1	1	1	4	1441-0000
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4	
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	2	2	2		6	
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4	
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	3	3	3	4	13	
162205		779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4	
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057			1	1	2	
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		3	2	6	
162605		269479	OVID BIG M #878	PO BOX 310	OID	NY	14521	1	3	3	2	9	0958-0000
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	1	1	1	1	4	976142

5N5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 4

DATE: 98-03-20

TIME: 11:34 AM

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		LT		LT		CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY	QTY	QTY				
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTO	NY	13111			2	1	3	1441-0000				
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882			1	1	1	1441-0000				
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	1	2	2	6	1441-0000				
162605	162620	578794	DOLLARAMORE STORE	2 W MAIN ST	SODUS	NY	14551	2	2	4	3	11	1149-0000				
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516			2	1	3	1441-0000				
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1	1	3	1441-0000				

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 46 43 69 55 213

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 46 43 69 55 213

51859 6710



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51859 6711

404 SMS404UQ

SALES MATERIALS SYSTEM
ORDER INQUIRY FOR: 8089-0065

04/16/98 13:22

FN

WAREHOUSE.....: W150

ORDER STATUS: SHIPPED

SALESMAN.....:

EST DELIVERY DATE..: 980407 FUTURE REQ DELIVERY DATE: 0

TRAVEL DAYS.....: 3

MASTER ORDER NUMBER: 80890020 GS LOCATOR LIST:

DROPSHIP INFORMATION:

ORDER ENTRY TYPE: FORMS/ITEMS ENTRY - ONLINE GENERAL SHIPMENT

SPECIAL INSTRUCTIONS USE FOR SALEM TEAR TAPE PROMOTION

(ITEMS 1 - 1 OF 1 SHOWN)

ITEM	WHSE	CARRIER	PICKLIST NUMBER	BILL OF LADING	MAJOR CATEGORY	STATUS
541964	W150	PRES	910005	9280117	COUNTER DISPLAYS	SHIPPED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help SpHdl Retrn Item- Item+ Comm <--- ---> Print

Connie 5311

Preston lost display ordered
replacements 4/17/98

51859 6712

404 SMS404UQ SALES MATERIALS SYSTEM 04/16/98 13:22
 (HISTORY) ORDER INQUIRY FOR: 8089-0065 NO COMMENTS FN
 ORDER STATUS: SHIPPED ENTRY DATE/TIME: 98/03/30 09:20
 ORDER FROM: 16XXXX SHIP TO: 1622XX / 026300 (716) 634-9232
 W150 GATX LOGISTICS AUER & COMPANY
 916 BALTIMORE RD 571 W BRIGHTON AVE
 SYRACUSE NY 13205
 ADVANCE NC 270067819
 ORDER TOTAL TOTAL QTY
 CASES...: 48
 WEIGHT...: 54.4800
 SIZE....: 24.0960
 EST COST: 114.72
 ORDER BO BO (ITEMS 1 - 1 OF 1 SHOWN)
 ITEM QTY QTY HELD DESCRIPTION DATE STATUS
 541964 48 SALEM '98 SNIPED 40PK DISPLAY/SHPPR 980402 SHIPPED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help SpHdl Retrn Item- Item+ Comm <--- ---> Print

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